






# SOCIAL MEDIA PLATFORMS Strengths & Weaknesses

Platform	Strengths	Weaknesses
<b>Facebook</b> 	<ul style="list-style-type: none"> <li>• Most popular social media platform.</li> <li>• Multiple advertising opportunities; advanced targeting.</li> <li>• Low advertising cost for ROI.</li> <li>• Conversion tracking via Facebook Pixel on business site.</li> <li>• Connected to Instagram via Facebook Business.</li> </ul>	<ul style="list-style-type: none"> <li>• Not preferred platform for younger audiences.</li> <li>• Increased advertisement saturation.</li> <li>• Challenging algorithms.</li> <li>• User privacy and data concerns.</li> </ul>
<b>Instagram</b> 	<ul style="list-style-type: none"> <li>• High younger audience engagement.</li> <li>• Multiple advertising opportunities, including advanced targeting.</li> <li>• Low advertising cost for ROI.</li> <li>• Native analytics, as well as analytics available via Facebook Ads Manager.</li> </ul>	<ul style="list-style-type: none"> <li>• Not the preferred platform for audiences 30+.</li> <li>• Large quantity of content minimizes performance.</li> <li>• Ease of use on desktop is limited.</li> <li>• More challenging platform for promoting services and B2B businesses.</li> </ul>
<b>LinkedIn</b> 	<ul style="list-style-type: none"> <li>• Focused on business and working professionals with a large audience of senior business leaders.</li> <li>• Strongest platform for B2B businesses.</li> <li>• Multiple advertising opportunities; advanced targeting.</li> <li>• Native analytics.</li> </ul>	<ul style="list-style-type: none"> <li>• Not preferred platform for younger audiences.</li> <li>• Cyclical audience; primary use during job searching.</li> <li>• Some targeting limitations.</li> <li>• More expensive advertisement costs.</li> <li>• Highest CPCs of platforms.</li> </ul>
<b>Pinterest</b> 	<ul style="list-style-type: none"> <li>• Largest audience demographic is women.</li> <li>• Multiple advertising opportunities.</li> <li>• Strong platform to eCommerce, direct sales/site traffic.</li> <li>• Includes both trending and evergreen content.</li> <li>• Native analytics.</li> </ul>	<ul style="list-style-type: none"> <li>• More niche demographics.</li> <li>• Images/creative must be high quality.</li> <li>• Need for multiple relevant pins per day for best performance.</li> </ul>
<b>Twitter</b> 	<ul style="list-style-type: none"> <li>• Younger, educated audience compared to other platforms.</li> <li>• Reach is one-to-one; real-time interaction.</li> <li>• Targeting is available.</li> <li>• Low advertising cost for ROI.</li> <li>• Works well for detailed content.</li> </ul>	<ul style="list-style-type: none"> <li>• Smaller audience compared to other platforms.</li> <li>• Visibility needs more frequent content sharing.</li> <li>• Platform interface can have a learning curve.</li> <li>• Minimal conversion tracking.</li> <li>• Ad setup time can be longer.</li> </ul>